GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:4818
ANSWERED ON:24.04.2003
REPEATING OF PROGRAMMES/MATCHES ON T.V .
S. SAIDUZZAMAN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government are aware of the repeated screening of various programmes specially the World Cricket Series on TV is leading to tiredness on the viewers through this cheap exploitation of the TV companies;

(b) if so, whether the Government are aware that this may also seriously affected the natural interest of the viewers in Cricket and other sports and programmes specially since the programmes are massively covered by advertisement which are sapping the viewer patience;

(c) if so, details thereof alongwith the reasons therefore; and

(d) the measures taken/ proposed to be taken by the Government in this regard ?

Answer

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING (SHRI RAVI SHANKAR PRASAD)

(a): Prasar Bharati a statutory, autonomous corporation, has informed that all efforts are made by them to telecast a number of sporting events − both international and national on all Doordarshan Channels. Doordarshan has signed agreements with all major sporting federations for exclusive telecasts of sporting events on Doordarshan Channels.

(b): Prasar Bharati has informed that care is taken by them to telecast the advertisements in the natural breaks without affecting the flow of the match in cricket and other sporting events so that action on the field is not compromised.

(c) & (d): Question do not arise.